

Rep Order# 7915641 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/29/2012 8:02 AM  
Last Received: 10/28/2012 4:28 PM  
Showing Buylines: All Lines

1 of 3

Station WREG-TV MEMPHIS  
Advertiser ( ) NUNNELLEE, ALAN  
Product NUNNELLEE/C/R  
Estimate# 3107  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //3107  
Flight Dates 10/29/2012 - 11/06/2012  
Hiatus Weeks

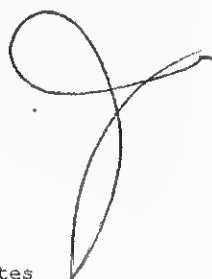
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

ALAN NUNNELLEE MS/CD1 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR NUNNELLEE MS/CD1 10/29-11/6  
PLS CNFM  
THANKS  
FRAN



LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
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	1	TU-F	6A-7A	6A NEWS	10/30-11/02	:30	5	\$350.00	5 4
	2	M-TU	6A-7A	6A NEWS	11/05-11/06	:30	2	\$350.00	2 4
		Buyline Comment: 1/DAY							
	3	TU-F	7A-9A	7A NEWS	10/30-11/02	:30	7	\$150.00	7 6
	4	M-TU	7A-9A	7A NEWS	11/05-11/06	:30	2	\$150.00	2 6
		Buyline Comment: 1/DAY							
	5	M-F	4P-5P	4P NEWS	10/29-11/02	:30	5	\$200.00	5 6
	6	M	4P-5P	4P NEWS	11/05-11/05	:30	1	\$200.00	1 4
	7	SU	5P-6P	SU 5P NEWS	11/04-11/04	:30	1	\$300.00	1 6
	8	SU	12P-3P	AFC FOOTBALL	11/04-11/04	:30	1	\$2,000.00	1 6

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LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
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	9	M-F	5P-530P	5P NEWS	10/29-11/02	:30	5	\$350.00	5 8
	10	M	5P-530P	5P NEWS	11/05-11/05	:30	1	\$350.00	1 8
	11	SA	6P-630P	SAT 6P NEWS	11/03-11/03	:30	1	\$300.00	1 4
	12	SA	630P-7P	INFORMED SOURCES	11/03-11/03	:30	1	\$150.00	1 8
	13	M-F	10P-1035P	10P NEWS	10/29-11/02	:30	7	\$500.00	7 8
	14	M	10P-1035P	10P NEWS	11/05-11/05	:30	2	\$500.00	2 8
	15	SA	6A-9A	SAT 6A NEWS	11/03-11/03	:30	1	\$150.00	1 6
	16	SU	6A-8A	SUN 6A NEWS	11/04-11/04	:30	1	\$200.00	1 4
	17	SU	8A-930A	CBS SUN MORN	11/04-11/04	:30	1	\$350.00	1 6
	18	W, F	8A-930A	CBS NEWS	10/31-11/02	:30	2	\$1,000.00	2 6
	19	M	8A-930A	CBS NEWS	11/05-11/05	:30	1	\$1,000.00	1 6
	20	M-F	6P-630P	6P NEWS	10/29-11/02	:30	5	\$450.00	5 6
	21	M	6P-630P	6P NEWS	11/05-11/05	:30	2	\$450.00	2 6
	22	SA	10P-1035P	SAT 10P NEWS	11/03-11/03	:30	1	\$400.00	1 8
	23	SU	10P-1035P	SUN 10P NEWS	11/04-11/04	:30	1	\$500.00	1 6
	24	SA	2P-6P	SEC FOOTBALL	11/03-11/03	:30	1	\$2,000.00	1 6
	25	TU-F	430A-459A	430A NEWS	10/30-11/02	:30	2	\$40.00	2 8

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---REPORT TOTALS---

Report Totals: 59 / \$24,180.00

---SALES MONTHLY TOTALS---

Nov 12: 59 / \$24,180.00  
Sales Totals: 59 / \$24,180.00  
Station Totals: 59 / \$24,180.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$80,600	CABL 0%	CBLA 0%	CBLE 0%	INTA 0%	INTB 0%
		UNKN 70%	WHBQ 0%	WLMT 0%	WMC 0%	WPTY 0%
		WPXX 0%	WREG 30%			

Books null  
Demos RA35+